

NAVY ALCOHOL AND DRUG ABUSE PREVENTION (NADAP)

OCTOBER 2014



OCTOBER IS NATIONAL SUBSTANCE ABUSE PREVENTION MONTH

In 2011, President Obama issued the first-ever Presidential Proclamation designating October as National Substance Abuse Prevention Month. The tradition continues in 2014 as parents, youth, schools and community leaders across the country join this month-long observance of the role that substance abuse prevention plays in promoting safe and healthy communities.

Why do we recognize National Substance Abuse Prevention Month?

Every day, far too many Americans are hurt by alcohol and drug abuse. From diminished achievement in our schools to greater risks in our roads and in our communities, to the heartache of lives cut tragically short, the consequences of substance abuse are profound. Yet, we also know that they are preventable.

Preventing drug use before it begins, particularly among young people, is the most cost-effective way to reduce drug use and its consequences. Pledge to take action during National Substance Abuse Prevention Month to maintain a healthy lifestyle, and encourage family and friends to do the same! Preventing substance abuse in your community starts with you. Here are a few ideas for how to get started:

- Post and re-post facts about substance abuse on your media pages, blogs, or websites.
- Host an event in your neighborhood or community to raise awareness about substance abuse and to spur action on the part of community members and leaders.
- Share and discuss your commitment to preventing substance abuse with others by utilizing leadership messaging. Starting a dialogue around prevention is the first step toward change.
- Throw a substance-free party in October to celebrate football season, a birthday, Halloween, or another occasion!

OCTOBER IS National Substance Abuse Prevention Month



Prevent • achieve • succeed

[Learn More](#)



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Have a story or event to share?

We want to hear about it!

Please submit your story by emailing

sara.sisung.ctr@navy.mil

TALKING TO YOUR DOCTOR ABOUT YOUR PRESCRIPTION

The best way to avoid prescription drug misuse is to learn more about how to take your medicines safely by talking to your doctor. Don't hesitate to ask questions, and go back if you need additional information or if you have any concerns about the medications that you were prescribed.

- **How much/many am I supposed to take at one time?**
- How many times a day/week am I supposed to take that amount?
- **How long is this prescription valid? (may be different than listed expiration date)**
- If I do not feel I need the drug any more should I continue to take it for the recommended amount of time?
- **If I feel I need to take more than the recommended amount, can I take an extra dose?**
- Is this prescription available for refill?
- **Does this new medication mean I should stop taking any other medications, vitamins, or supplements?**
- Are there foods or beverages (such as alcohol) to avoid while taking this drug?
- **How should you store the prescription drug?**
- How should you dispose of any leftover drug?
- **What should you do if you miss a dose?**
- What are the potential side effects? What should you do if you have a side effect?



BEHAVIORAL SIGNS OF MISUSE AND ABUSE

Prescription drugs can be extremely helpful when used correctly, but when misused, these drugs can also be extremely risky. On the right are some warning signs that you or someone you know may be struggling with prescription drug abuse or addiction.

Note: These warning signs should be relayed to shipmates, caregivers and family members as something to watch for if prescription drug misuse or abuse is suspected.

Excessive mood swings or hostility

Appearing to be unusually energetic or sedated

Significant increase or decrease in sleep

Seeking prescriptions from more than one doctor (e.g., seeing a civilian doctor in addition to a Navy Medicine facility)

Asking friends and family members for some of their medication

Claiming that their prescription was lost or stolen

DON'T LET YOUR HALLOWEEN TURN SPOOKY

Haunted houses and spooky costumes are nothing compared to the scary consequences of drunk driving. One minute, you're celebrating with friends in costumes, and the next minute you're sitting in the back seat of a police car or riding to the hospital in an ambulance. Even if you've only had a little to drink—you have a lot to lose.

The scariest part of Halloween is the increase in drunk drivers on the road. Sailors who drive drunk or “buzzed” are not only risking serious financial and career consequences, but they're endangering the lives of children in their communities. This year, Halloween falls on a Friday, and local law enforcement agencies will be out on the roads looking for drunk drivers as part of an aggressive *Drive Sober or Get Pulled Over* enforcement effort.

Try these tips for a safe, yet spooky Halloween:

- Know your limit. Refrain from drinking out of punch bowls or witches' cauldrons where the alcohol concentration is hard to determine.
- Don't try to keep up with others who are on a fast-track to becoming a zombie.
- Plan ahead for a safe ride home before you start drinking any potions or concoctions.
- Never drink on an empty stomach—and remember, candy corn doesn't count as a full meal.
- Help keep trick-or-treaters safe. Don't let your friends and shipmates drink and drive.

In 2012, almost half (48%) of all motor vehicle traffic fatalities on Halloween night (6 p.m. October 31 to 5:59 a.m. November 1) involved a drunk driver. In 2012 alone, 26 people were killed in drunk-driving crashes on Halloween night.

In every state, it's illegal to drive with a blood alcohol concentration (BAC) of .08 grams per deciliter (g/dL) or higher. Yet every year in the United States, thousands of people lose their lives to this reckless crime. In 2012 alone, 10,322 people were killed in crashes involving a drunk driver or motorcycle operator. Driving drunk costs lives and the other consequences can be costly as well. **A DUI arrest costs \$10,000 on average. Wouldn't you rather spend a fraction of that on a sober ride home instead?**

Don't let your Halloween night turn deadly—keep what you've earned. For more information and to help promote responsible drinking within your command, visit www.nadap.navy.mil.

DRINK RESPONSIBLY.
**KEEP WHAT
YOU'VE EARNED**

Posters and Fact sheets are available for order through the Navy Logistics Library. Supply personnel must order them via

<https://nll2.ahf.nmci.navy.mil/>
Multiple print products, social media messaging, leadership talking points, and videos are available for download at www.nadap.navy.mil.

Title	Publication Number
Seabee Poster	NAVPERS 535017
Medical Poster	NAVPERS 535018
Submarine Poster	NAVPERS 535016
Surface Poster	NAVPERS 535015
Aviation Poster	NAVPERS 535014
Sailor's Fact Sheet	NAVPERS 535019
Drink Responsibly Every Time Banner	NAVPERS 535023
Plan Ahead for a Safe Ride Banner	NAVPERS 535022
Keep What You've Earned	NAVPERS 535024
It Wasn't Easy Getting Here Banner	NAVPERS 535021
You've Earned It banner	NAVPERS 535020
Table Tents	NAVPERS 535030
Table Coasters	NAVPERS 535029

NATIONAL BULLYING PREVENTION MONTH

Every October, schools and organizations across the country come together in observance of National Bullying Prevention Month. The goal is to encourage communities to work together to stop bullying and cyberbullying, by increasing awareness of the prevalence and impact of bullying on all children of all ages.

SUPPORT KIDS WHO ARE BULLIED

All kids involved in bullying, whether they are bullied, bully others, or see bullying can be affected. It is important to support all kids involved to make sure the bullying doesn't continue and effects can be minimized. Here are some ways to help children being bullied:

1. Listen and focus on the child. Learn what's been going on and show you want to help.
2. Assure the child that bullying is not their fault.
3. Know that kids who are bullied may struggle with talking about it. Consider referring them to a school counselor, psychologist, or other mental health service.
4. Give advice about what to do. This may involve role-playing and thinking through how the child might react if the bullying occurs again.
5. Work together to resolve the situation and protect the bullied child. The child, parents, and school or organization may all have valuable input. It may help to:
 - Ask the child being bullied what can be done to make him or her feel safe. Remember that changes to routine should be minimized. He or she is not at fault and should not be singled out. For example, consider rearranging classroom or bus seating plans for everyone. If bigger moves are necessary, such as switching classrooms or bus routes, the child who is bullied should not be forced to change.
 - Develop a game plan. Maintain open communication between schools, organizations, and parents. Discuss the steps that are taken and the limitations around what can be done based on policies and laws. Remember, the law does not allow school personnel to discuss discipline, consequences, or services given to other children.
 - Be persistent. Bullying may not end overnight. Commit to making it stop and consistently support the bullied child.



When talking with a child that's been bullied, avoid the following mistakes:

Never tell the child to ignore the bullying.

Do not blame the child for being bullied. Even if he or she provoked the bullying, no one deserves to be bullied.

Do not tell the child to physically fight back against the kid who is bullying. It could get the child hurt, suspended, or expelled.

Parents should resist the urge to contact the other parents involved. It may make matters worse. School or other officials can act as mediators between parents.

Follow-up. Show a commitment to making bullying stop. Because bullying is behavior that repeats or has the potential to be repeated, it takes consistent effort to ensure that it stops.

Learn more at
<http://www.stopbullying.gov>

RED RIBBON CAMPAIGN

The Red Ribbon Campaign is now the oldest and largest drug prevention program in the nation, reaching millions of young people during Red Ribbon Week, October 23rd - October 31st each year. It is an ideal way for people and communities to unite and take a visible stand against drugs.

This year's theme is "Love Yourself. Be Drug Free."® Visit www.redribbon.org to learn more about Red Ribbon Week® and get tips for talking to your kids about drugs. The life you save may be that of your own child or a dear friend.

The National Family Partnership encourages everyone to participate to help us spread the message across America. **All you have to do to participate is tweet or post on Facebook with any or all of the suggested language below to spread the word about Red Ribbon Week®. See the examples below:**

- "Love Yourself. Be Drug Free"– Celebrate Red Ribbon Week (October 23-31).
- It's Red Ribbon Week® and I'm taking a stand against drugs. Join me. Take the pledge:
www.redribbon.org/pledge
- Join me in celebrating Red Ribbon Week®. Our children have the right to grow up drug free and we have the responsibility to make that happen. Take the pledge:
www.redribbon.org/pledge
- I'm a parent who believes in a drug free future for my children.
- Join me in celebrating Red Ribbon Week® (October 23-31).
#RedRibbonWeek



PHASE II UNDERWAY

DEFY Phase II is underway at 35 local commands across the globe. Parents are reminded that Phase II is an integral part of the DEFY program and youth should remain in DEFY until the program year ends in May to receive the full benefit of the prevention and life skills education. Local command leadership should continue its support of the programs at the command to ensure volunteers remain available and that local programs continue to have access to resources needed to be successful. Keep up the good work!

COMMUNITY DRUG AWARENESS AWARD WINNER ANNOUNCED

Patrol Squadron THIRTY (VP-30) based in Jacksonville, FL, has been selected as the recipient of the 24th Annual Community Drug Awareness Award for the Department of the Navy. Congratulations!

NEW VIDEO REPLACES OUR FLAG

A new video, titled "Mission: U.S. Flag," is in postproduction and close to being completed. This video focuses on the history of the flag and citizenship and replaces the older "Our Flag" video. Copies will be distributed at the 2015 Train-the-Trainer (TTT) event.

THAT GUY WEBSITE RE-LAUNCHES

The That Guy Campaign is excited to announce the launch of the NEW and improved That Guy website: www.ThatGuy.com. The new site is the first full-scale redesign of the campaign's website since it originally launched in 2006!

Since the beginning, the That Guy Campaign has delivered its binge drinking prevention messages offline and online, aiming to reach junior service members where they live, work, and play. All That Guy Campaign marketing and promotional materials direct back to www.ThatGuy.com where the experience and messages become interactive. Some of the exciting features on the NEW ThatGuy.com include:

- A responsive design that enables a high-quality user experience regardless of the device being used: desktop/laptop computers, tablets, and smartphones
- Improved social media functionality that allows for easy sharing of the site's content
- Highly visualized drinking facts described with infographics



LOOK FOR THAT GUY IN YOUR AREA

Look for That Guy billboards in the below areas. The billboards are to help drive additional awareness of the campaign and its messages. Locations were selected based on the high number of E1-E4 Sailors who are stationed at or train at the above installations. In addition, the campaign has also been targeting future/young officers in the 18-24-year-old age range across all Services as well (recent focus groups at USMA/West Point indicated that That Guy is just as relevant to future/young officers in the target age range as it is to junior enlisted service members).

- Norfolk Navy Region (7856 Hampton Blvd north of Terminal Blvd) - Billboard will run for 4 weeks beginning 11/3/2014
- NS Great Lakes (Highway 41 south of 22nd Street) - Billboard will run for 4 weeks beginning 10/27/14
- NAS Pensacola (Navy Blvd south of Winthrop Ave) - Billboard will run for 8 weeks beginning 10/06/14
- Naval Academy (118 Dock Street west of Craig Street) - Billboard will run for 4 weeks beginning 11/17/14

PRESCRIPTION FOR DISCHARGE

Zero Tolerance. Infinite Risk.

Posters and Fact sheets are available for order through the Navy Logistics Library. Supply personnel must order them via <https://nll2.ahf.nmci.navy.mil/> Multiple print products, social media messaging, leadership talking points, and videos are available for download at www.nadap.navy.mil.

Title	Publication Number
Prescription For Discharge FactSheet	NAVPERS 535502
Prescription For Discharge Poster 11x24	NAVPERS 535503
Prescription For Discharge Poster 18x24	NAVPERS 535504
Prescription For Discharge Postcard	NAVPERS 535505
Prescription For Discharge Table Tents	NAVPERS 535506
Infographic Poster	NAVPERS 535507
Prescription For Discharge Banner 5x8	NAVPERS 535508
Prescription For Discharge Banner 3x5	NAVPERS 535509
National Take Back Day Banner	NAVPERS 535510

SOCIAL MEDIA MESSAGING

The below social media posts provide short, concise messaging for DAPAs, ADCOs, PAOs, health educators and Navy leadership to share with Sailors through digital channels. These messages will help Sailors make safe and responsible decisions regarding drinking and prescription medication as part of the Keep What You've Earned (KWYE) campaign and the Prescription for Discharge campaign.

KEEP WHAT YOU'VE EARN CAMPAIGN

Responsible drinking is all about knowing your limit. Keep track of your drinking, and set a drinking limit before you start. For example, you may decide to have no more than 3 drinks per week or 2 drinks per night. #knowyourlimit #drinkresponsibly

Sailors push themselves to the limits every day... from early morning workouts to eating healthy and maintaining readiness. Celebrate your achievements and drink responsibly if you choose to drink! #keepwhatyouveearned <http://youtu.be/zDwpqRwZJUE>

This Halloween, protect yourselves and others in the community by preventing friends from getting behind the wheel after drinking—particularly on Halloween night when drinking rates are high and kids are out after dark trick-or-treating. http://www.flickr.com/photos/nadap_usnavy/8610247618/

If you choose to drink, do so responsibly, because your actions could have a ripple effect... Learn more at <http://youtu.be/yG5YQWeO5MY> #youveearnedit #dontwasteit

PRESCRIPTION FOR DISCHARGE CAMPAIGN

Medical personnel play a big role in ensuring safe use of prescription drugs for Sailors and their family members. Make sure your patients know the correct dosage of their meds—and when to dispose of their meds—before they start taking them. Providers can access #RxSafety materials at www.nadap.navy.mil.

Test Your Knowledge: Did you know that more than 500 Sailors popped positive for illegal prescription drug use in the past two years? Be smart. Don't misuse. Visit www.nadap.navy.mil #PrescriptionForDischarge #ZeroTolerance #InfiniteRisk

The number one priority of the Navy is to keep their Sailors mission ready. Misuse of prescription drugs poses a harmful threat to the readiness of Sailors and their missions. Don't put yourself or your fellow shipmates at risk by misusing a prescription drug. Learn more at www.nadap.navy.mil #PrescriptionForDischarge

During deployment, you may rely more heavily on your prescription medications due to the increased physical and mental demands. Consult your doctor before, during and after deployment to monitor your health and prescription drug use. #RxSafety

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The Keep What You've Earned campaign recently launched two new motion graphics video PSAs. You can view and download the new videos at www.youtube.com/user/NavyNADAP.



A Day in the Life: If you choose to drink, remember to stop and think about how alcohol can impact your future and everything you've earned through your hard work in the Navy.



The Ripple Effect: If you choose to drink, do so responsibly, because your actions can cause a ripple effect. One bad decision while drinking alcohol can jeopardize everything you've earned.

All videos are available for download at <http://vimeo.com/usnavynadap>